



LICENSING ACT 2003 PREMISES LICENCE

Part 1

Premises Licence Number

036438

Premises detail:

No 4
4 Liverpool Road
Birkdale
PR8 4AR

Licence Time Limit:

Not applicable

Licensable Activities:

The sale of alcohol by retail
The provision of late night refreshment

Times of Licensable Activities:

The sale of alcohol by retail
Monday - from 07.30 to 24.00
Tuesday - from 07.30 to 24.00
Wednesday - from 07.30 to 24.00
Thursday - from 07.30 to 24.00
Friday - from 07.30 to 24.00
Saturday - from 07.30 to 24.00
Sunday - from 07.30 to 24.00

The provision of late night refreshment
Monday - from 23.00 to 24.00
Tuesday - from 23.00 to 24.00
Wednesday - from 23.00 to 24.00
Thursday - from 23.00 to 24.00
Friday - from 23.00 to 24.00
Saturday - from 23.00 to 24.00
Sunday - from 23.00 to 24.00

Opening hours of premises:

Monday - from 07.30 to 24.00
Tuesday - from 07.30 to 24.00
Wednesday - from 07.30 to 24.00
Thursday - from 07.30 to 24.00
Friday - from 07.30 to 24.00
Saturday - from 07.30 to 24.00
Sunday - from 07.30 to 24.00

**Sales of Alcohol authorised:
(if applicable)**

On/Off Premises

Part 2

PREMISES LICENCE HOLDER

Name: MM Wine Ltd

(Registered) Address: 67 Bath Street
Southport
PR9 0DN

Telephone number:

**Email:
(if applicable)**

**Company/Charity Reg. Number:
(if applicable)** 12652305

DESIGNATED PREMISES SUPERVISOR

Name: [REDACTED]

Address: [REDACTED]

Telephone number:

Issuing Licensing Authority: [REDACTED]

Personal Licence Number: [REDACTED]

Annex 1 – Mandatory Conditions

1.No supply of alcohol may be made under the Premises Licence:-

a)At a time when there is no Designated Premises Supervisor in respect of the premises licence, or
b)At a time when the Designated Premises Supervisor does not hold a personal licence or his personal licence is suspended.

2.Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served

alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1 -

(a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) “permitted price” is the price found by applying the formula $P = D + (D \times V)$, where -

- (i) P is the permitted price,
- (ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence -

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4. 1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 – Conditions consistent with the Operating Schedule

Staff shall be trained before making sales of alcohol in their responsibilities under the Licensing Act 2003. Refresher training shall take place at 6 monthly intervals. All training shall be documented and made available to the authorities on reasonable request.

A CCTV system shall be in operation at the premises and recorded images shall be retained for a period of 28 days. CCTV images shall be provided to the police and other responsible authorities as soon as practicable and in any case within 48 hours of a request for such images, subject of the provisions of the DPA.

An incident register shall be maintained at the premises and made available to the authorities on request.

A notice shall be on display asking that the customers leave the area quietly and respect the local residents.

The premises shall adopt a 'Challenge 25' policy. This means that if a customer purchasing alcohol appears to be under the age of 25, they shall be asked for proof of their age, to prove that they are 18 years or older. The only forms of identification that shall be accepted at the premises are a passport, UK photo-card driving licences, military ID & cards bearing the 'PASS' hologram.

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Annex 3 – Conditions attached by Licensing Authority following hearing

